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Amendments to the Specification:

Please replace the title with the following title:

SUPPLIER IDENTIFICATION AND LOCATOR SYSTEM AND METHOD

Please replace the second paragraph under the Background of the Invention, page 1, lines 7-18, with the following amended paragraph:

Currently, for anyone who has tried to locate specific information or a specific set of suppliers of a particular good or service over the Internet, a user has to use a typical search engine, such as, ~~http://www.yahoo.com, http://www.excite.com or http://www.lycos.com~~ Yahoo®, Excite® or Lycos®. Unfortunately, Internet search engines are unable to ask a series of pointed questions to help a user focus his or her search. Therefore, they must rely on the particular search engine's algorithm in order to rank the millions of web pages thereby determining the Web sites that best fit a given search term the user has inputted into the search engine. Thus, users typically select Web sites listed at the top of the list provided by the search engine. Consequently, Web site designers often design their Web sites with the goal of having their Web site listed at the top of search engine lists thereby increasing the number of hits to their Web site. However, a particular search engine's algorithm is typically a closely guarded trade secret. Nevertheless, most major search engines follow the same general rules.

Please replace the first paragraph under the Detailed Description of Preferred Embodiments, page 5, lines 13-26, with the following amended paragraph:

As shown in Fig. 1, a homepage or overall goods and services index of directories 4 generally includes a series of goods and/or services descriptive domain names 6a, 6b, 6c, 6d, etc., where each domain name is a link to a detailed directory of goods and services that are described in the domain name 6a, 6b, 6c, 6d. Also included on the index of directories is a

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ranking link 8a, 8b, 8c, 8d, which, when activated, links a user to a web page that provides detailed ranking and user hit information corresponding to the related goods and/or services descriptive domain names. This ranking information allows a user to determine how often other users have visited this site or otherwise used the directory. This may be important for someone searching for a goods or services provider to estimate how useful other users have found the information. The information may also be helpful to a goods or services provider who is thinking about purchasing advertising on a given directory of goods or services Web site 10 (see Fig. 2). More users utilizing the directory of goods and services Web site 10 results in more value to the subscriber because of the increased chance his/her advertisement/listing will be viewed or his/her company's Web site link 18 will be activated.

Please replace the second paragraph under the Detailed Description of Preferred Embodiments, page 5, line 27-page 6, line 4, with the following amended paragraph:

One way to identify suppliers of a class of goods or services, according to the invention, involves utilizing a conventional search engine. In doing so, a user searching for companies offering particular goods and services would insert a search strategy or term, typically a description of the type of good or service the user is searching for, such as, in this example, widgets. In this example, a user searching for a widget would insert the descriptive term "widgets" into a conventional search engine, such as, ~~http://www.yahoo.com~~ or ~~http://www.excite.com~~ Yahoo® or Excite®, and the search results would, more than likely, reveal a directory constructed according to the present invention as one of the top ranked sites and provide a link to the directory, bypassing the home page.

Please replace the first paragraph on page 6, line 5-page 7, line 2, with the following amended paragraph:

A directory, according to the present invention, achieves this high ranking by advantageously employing related elements in each of the areas where a "typical" search

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engine locates relevant information. For example, as shown in Fig. 2, if a user was searching

for widgets, a widgets directory, constructed according to the present invention, employs a

descriptive domain name, such as, ~~http://www.widgets.com~~ widgets 12. The present invention

also employs the descriptive term or substantially similar descriptive term in the header 14 as

well as the first paragraph of the text 16. The directory Web site also provides links to the

Web sites of various suppliers who offer goods and services of the type described by the

directory as well as a description of the supplier, including address and phone number and

typically a written description about the supplier and/or the supplier's product(s) 20a, 20b,

20c, etc. Any type of good or service may be indexed and searched using the present

invention. While the present invention is primarily to be used in connection with offering

industrial goods or services, any goods or services including goods or services such as, art

dealers, toys, antiques, etc., may be indexed according to the present invention as well. Any

number of supplier links, including a single supplier link, may constitute a directory web site.

However, preferably, multiple supplier links are included on a directory web site. The links

18a, 18b, 18c, 18d, etc., to various suppliers, are such that when a user's cursor is located

over such a link, prior to activation of the link, the window 22, which can be any suitable size

and may or may not have a border, displays more detailed information regarding the specific

supplier of the goods or services of the directory, including the supplier's logo, without the

user having to activate the link and wait for a new internet page to load into their internet

browser. Information about a particular supplier may be displayed using a script language

such as, Java®, JavaScript®, Flash® or other similar computer programming language of script.

Streaming video or steaming audio information can also be conveyed. The rollover window is

preferably located such that it is readily viewable when the user's cursor is at least

substantially over any of the links 18 or the description about the supplier 20 on the directory.

If numerous links 18 are listed, more than one rollover window 22 may be utilized such that a

rollover window is readily viewable whenever the user's cursor is placed over any of the links.